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This listing of claims will replace all prior versions, and listings of claims in the application:

LISTING OF CLAIMS

1. (currently amended) A method for developing a web-based financial portfolio remotely over the Internet, comprising:

identifying a current financial portfolio of a user in response to a selected service agreement, wherein the selected service agreement is chosen from a plurality of different service agreements providing various service levels related to portfolio modeling and coaching;

identifying a financial model selected from a set of financial models based on the selected service agreement, the financial model including a user profile based on personal financial parameters of the user including at least a risk tolerance level; and
providing to the user over an Internet customized financial coaching tailored to life intentions of the user, wherein the customized financial coaching includes suggestions for changes to the current financial portfolio reflecting the user profile and the selected service level agreement, wherein the suggestions are presented in a natural language format, and wherein the suggestions include financial products and recommended securities for the user to purchase.

2. (original) The method of claim 1 wherein the personal financial parameters further include:

a user investment style; and
a user bull/bear market attitude.

3. (previously presented) The method of claim 1 wherein said user risk tolerance level is determined by:

displaying to the user a series of progressively more negative financial scenarios;
analyzing a response to each negative scenario received from the user; and
generating the risk tolerance level based on the user's responses.

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4. (previously presented) The method of claim 2 wherein said user investment style is determined by:
 - displaying to the user a series of test scenarios; and
 - generating said user investment style based on the user responses to these test scenarios.
5. (previously presented) The method of claim 2 wherein said user bull/bear attitude is determined by:
 - displaying a series of user selected expert opinions;
 - analyzing the user's response to the opinion; and
 - generating said user bull/bear attitude based on the user responses.
6. (previously presented) The method of claim 1 further comprising:
 - filtering a list of securities based on the user profile, wherein filtering the list of securities yields the recommended securities; and
 - presenting the recommended securities to the user for possible security swaps, wherein securities can be added to or removed from the portfolio.
7. (previously presented) The method of claim 6 wherein filtering the list of securities comprises:
 - obtaining a Value At Risk (VAR) value and a Beta value for each security in the list of securities;
 - rejecting securities in the list of securities not complying with the user profile based on the VAR values and the Beta values.
8. (previously presented) The method of claim 1 wherein a risk management model is used to calculate a user VAR value and a user Beta value for the portfolio.
9. (previously presented) The method of claim 8 further comprising:

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comparing the user VAR value and the user Beta value to a VAR value and a Beta value of various user selected market indices; and displaying the result to the user in a graph.

10. (original) The method of claim 1 wherein a compound growth factor is calculated by: using linear regression and natural logarithm.
11. (previously presented) The method of claim 10, wherein a future performance of the portfolio is projected using the compound growth factor.
12. (previously presented) The method of claim 6 further comprising:
allowing the user to select at least one security from the filtered list of securities;
swapping the selected securities with securities in the portfolio; and
analyzing and displaying the effect of said swapping on the portfolio.
13. (previously presented) The method of claim 6 wherein the filtered list of securities is displayed in a first column and a second column, wherein securities with positive Beta values are displayed in the first column and securities with negative Beta values are displayed in the second column.
14. (previously presented) The method of claim 1 wherein a financial model developer creates an ideal portfolio based on the user profile.
15. (previously presented), The method of claim 1 wherein the user has access to automated computer coaching and live coaching based on a service level agreement.
16. (currently amended) A system for developing a web-based financial portfolio remotely over the Internet comprising:
a portfolio generator used to model a current financial portfolio for a user in response to a selected service agreement, wherein the selected service agreement is chosen

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from a plurality of different service agreements providing various service levels related to portfolio modeling and coaching;
a user profile generator based upon a financial model selected from a set of financial models based on the selected service agreements, the user profile generator for generating a user profile based on personal financial parameters of the user, wherein the user profile includes at least a risk tolerance level;
a computer coaching server coupled to the Internet, wherein the computer coaching server provides automated financial coaching presented in a natural language format; and
a live financial advisor server coupled to the Internet; wherein said computer coaching server and said live financial advisor recommend changes to the financial portfolio based on the user profile and the selected service level agreement, including providing customized financial coaching tailored to life intentions of the user and providing suggestions of financial products and recommended securities for the user to purchase.

17. (previously presented) The user profile generator of claim 16 wherein the profile is based on personal financial parameters of the user further including:
a user investment style; and
a user bull/bear market attitude.
18. (previously presented) The user profile generator of claim 16 further comprising of:
a subsystem for determining the risk tolerance level by displaying to the user a series of progressively more negative scenarios, analyzing a response to each negative scenario received from the user, and
generating the risk tolerance level based on the user's responses.
19. (previously presented) The user profile generator of claim 17 further comprising of:
a subsystem for determining the user's investment style by displaying to the user a series of test scenarios, and

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generating said user investment style based on the user responses to these test scenarios.

20. (previously presented) The user profile generator of claim 17 further including a subsystem for determining the user's bull/bear attitude comprising:

displaying a series of user selected expert opinions;

analyzing the user's response to the opinion; and

generating said user bull/bear attitude based on the user responses.

21. (previously presented) The financial risk management system of claim 16 further comprising:

a filtering engine used to filter a list of securities based on the user profile, coupled to the coaching engine presenting the recommended securities to the user for swapping, wherein filtering the list of securities yields the recommended securities.

22. (previously presented) The filtering engine of claim 21 further comprising:

logic for calculating a Value At Risk (VAR) value and a Beta value for each security in the list of securities ; and

logic for rejecting securities in the list of securities not complying with the user profile based on the VAR values and the Beta values.

23. (previously presented) The system of claim 16 wherein a user VAR value and a user Beta value of the portfolio are compared graphically to a VAR value and a Beta value of user selected market indices, wherein a risk management model is used to calculate the user VAR value and the user Beta value.

24. (original) The system of claim 16 further comprising:

a subsystem for estimating a compound growth factor by using linear regression time period natural logarithm.

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25. (previously presented) The system of claim 24 wherein a future performance of the portfolio is projected based on the compound growth factor.
26. (previously presented) The system of claim 21 further comprising:
a modeling subsystem allowing the user to select at least one security from the filtered list of securities;
swapping the selected securities with securities in the portfolio; and
analyzing an effect of the swapping on the portfolio.
27. (previously presented) The system of claim 21 wherein the filtered list of securities is displayed in a first column and a second column, wherein securities with a positive Beta values are displayed in the first column and securities with negative Beta values are displayed in the second column.
28. (original) The system of claim 16 wherein the portfolio generator creates an ideal portfolio based on the user profile.
29. (previously presented) The system of claim 16 wherein the user has access to the computer coaching server and to the live financial advisor server, wherein the access is based on a service level agreement.
30. (currently amended) A computer program embodied on a computer readable medium for developing a web-based financial portfolio remotely over the Internet, wherein the computer program comprises:
code segment for identifying a current financial portfolio of a user in response to a selected service agreement, wherein the selected service agreement is chosen from a plurality of different service agreements providing various service levels related to portfolio modeling and coaching;
code segment for identifying a financial model selected from a set of financial models based on the selected service agreement, the financial model including a user

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profile based on personal financial parameters of the user, including at least a risk tolerance level; and

code segment for providing to the user over an Internet customized financial coaching tailored to life intentions of the user, wherein the customized financial coaching includes suggestions for changes to the current financial portfolio reflecting the user profile and the selected service level agreement, wherein the suggestions are presented in a natural language format, and wherein the suggestions include financial products and recommended securities for the user to purchase.

31. (original) The computer program embodied on a computer readable medium of claim 30 further comprising code to calculate user's personal financial parameters wherein the personal financial parameters include:

a user investment style; and
a user bull/bear attitude.

32. (previously presented) The computer program embodied on a computer readable medium of claim 30 further comprising code for determining said user risk tolerance level by:
displaying to the user a series of progressively more negative financial scenarios;
analyzing a response to each negative scenario received from the user; and
generating the risk tolerance level based on the user's responses.

33. (previously presented) The computer program embodied on a computer readable medium of claim 31 further comprising code for determining said user investment style by:
displaying to the user a series of test scenarios; and
generating said user investment style based on the user responses to these test scenarios.

34. (previously presented) The computer program embodied on a computer readable medium of claim 31 further comprising code for determining said user bull/bear attitude by:
displaying a series of user selected expert opinions;
analyzing the user's response to the opinion; and

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generating said user bull/bear attitude based on the user responses.

35. (previously presented) The computer program embodied on a computer readable medium of claim 30 further comprising:

code for filtering a list of securities based on the user profile, wherein filtering the list of securities yields the recommended securities; and
code for presenting the recommended securities to the user for possible security swaps.

36. (previously presented) The computer program embodied on a computer readable medium of claim 35 wherein filtering securities further comprises:

code for obtaining a Value At Risk (VAR) value and a Beta value for each security in the list of securities; and
code for rejecting securities in the list of securities not complying with the user profile based on the VAR values and the Beta values.

37. (previously presented) The computer program embodied on a computer readable medium of claim 30 further comprising:

code for calculating a user VAR value and a user Beta value for the portfolio.

38. (previously presented) The computer program embodied on a computer readable medium of claim 36 further comprising:

code for comparing the user VAR value and the user Beta value to a VAR value and a Beta value of various user selected market indices; and
code for displaying the result to the user in a graph.

39. (previously presented) The computer program embodied on a computer readable medium of claim 35 further comprising:

code for allowing the user to select at least one security from the filtered list of securities;
code for swapping said the selected securities with securities in the portfolio; and
code for analyzing and displaying the effect of said swapping on the portfolio.

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40. (previously presented) The computer program embodied on a computer readable medium of claim 35 further comprising:

code to display the filtered securities in a first column and a second column, wherein securities with positive Beta values are displayed in the first column and securities with negative Beta values are displayed in the second column.

41. (previously presented) The computer program embodied on a computer readable medium of claim 30 further comprising:

code for a financial portfolio model to create an ideal user portfolio based on the user profile.

42. (previously presented) The computer program embodied on a computer readable medium of claim 30 further comprising:

code to control access of the user to automated computer coaching and live coaching based on a service level agreement.